

# KINETIC TYPE

ALISA FLAHERTY

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# PROJECT SUMMARY

We had several options going into this project as to what the project would actually be for us:

- A poster
- A monologue website
- A video using Adobe After Effects
- A kinetic typography web page with Adobe Muse

The whole idea of the project was to pick a short monologue or dialogue and recreate it visually and give it a tone with type.

I ended up doing the kinetic typography web page. And I did Ursula's (from Disney's The Little Mermaid) monologue "When I Lived in the Palace". I'm very happy with how it turned out.

Continue looking through my process book to see how this was accomplished, and what the final project ended up looking like after my process.

# FINAL OVERVIEW

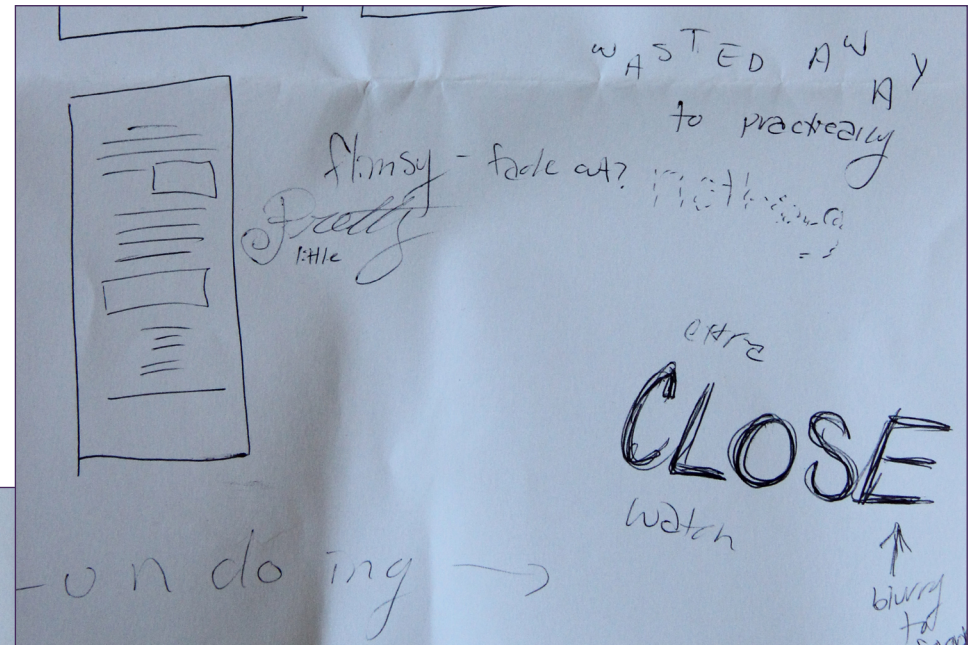
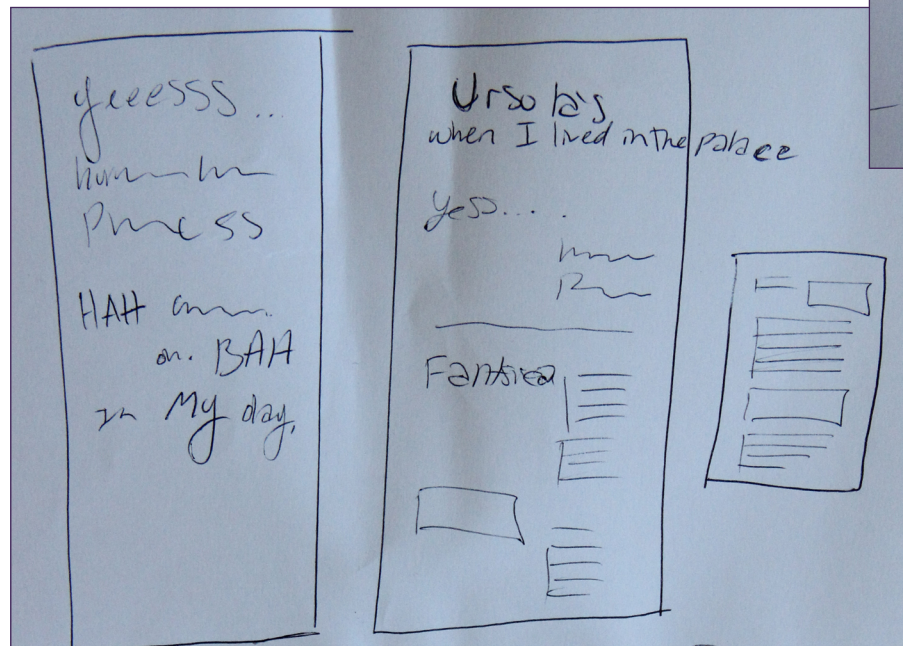
My final project consists of a website made entirely of a monologue of kinetic typography. With some images for the header. You can go to the final pages for the series of images that show off my website and animations, or you may check out the actual motion typographic website at the following URL address where I've saved a copy of my work:

[HTTP://ALISAMAREE.COM/URSULA/](http://ALISAMAREE.COM/URSULA/)



# SKETCHES

I have a few sets of sketches. In them, I worked mostly on BASIC layout options, as well as how some of the type from the monologue might look. I also brainstormed what some of the portions of text would do when animated.



# DRAFTING LAYOUT

After the sketch phase, I wanted to test out word placement and different fonts for my kinetic type project. I wanted to draft how the parts as a whole would move.

I started using a few different fonts, but then just ended up using one for the whole project. I used all of the font families inside of it, to keep it more cohesive, then worrying about if fonts matched up to each other.

## URSULA'S

WHEN I LIVED IN THE PALACE

Yeeessss...  
hurry home princess.

We wouldn't want to miss old **DADDY'S**  
celebration now,  
would we?

**HAH!** celebration indeed. Oh  
**RACH!**

## FANTASTICAL FEASTS

When **I** lived in the palace.

**And look at me.**

w a s t e d a w a y  
to practically  
**NOTHING**

**BANISHED** and  
**EXILED** and practically  
**STARVING**

while **HE** and his *flimsy* fish-folk celebrate.

Well,  
I'll give him  
something to celebrate  
soon enough.

**Flotsam!**

## FANTASTICAL FEASTS

When **I** lived in the palace.

**And look at me.**

w a s t e d a w a y  
to practically  
**NOTHING**

**BANISHED** and  
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**STARVING**

while **HE** and his *flimsy* fish-folk celebrate.

Well,  
I'll give him  
something to celebrate  
soon enough.

# DRAFTING FONTS

This first one is the last part of my previous draft. The other graphics on this page are the fonts that went through to end up with the one that you see on my draft. I ended up using the Bodoni faces for my final.

**Flotsam!**

**Jetsam!**

I want you to keep an extra

**CLOSE**

watch on this pretty little daughter of his.

She may be the key to Triton's

U n d o i n g

We wouldn't want to miss old **DADDY'S**  
celebration now,  
would we?

**HAH!** celebration  
indeed.

Oh

**BAGH!**

In

**MY** day, we had

FANTASTICAL FEASTS

# TAKE INTO MUSE

Now that I kind of had things laid out how I wanted them, and with ideas of how I wanted most of it to animate. I took it into muse for my first ever draft. Here's what I have down. I can't quite show the animation here. But the way that it is laid out should give you an idea of what it's like.

On this draft, I mostly wanted to throw the type down on the page, and THEN get started with the animating, so that I could see how each part interacted with each other.



Yeeeeeeessssss.....

hurry home princess.

We wouldn't want to miss old **DADDY'S**

celebration now, would we?

**HAH!** celebration indeed.

---

## STARVING

while **HE** and his *flimsy* fish-folk celebrate.

Well,

I'll give him something  
to celebrate soon enough.

---

**Flotsam!**  
**Jetsam!**

---

I want you to keep an extra

**CLOSE**

watch on this pretty little daughter of his.

---

Oh  
**BAGH!**

In  
**MY** day, we had

FANTASTICAL FEASTS

---

when **I** lived in the palace.

**And now look at me.**

wasted away

---

to practically  
**NOTHING.**

**BANISHED** and  
**EXILED** and practically

She may be the key to Triton's

U n d o i n g .

# WORKING ON THE LOOK

From this point on, I was working on mostly the look of the project. Colors, the movement of the type, etc. Even from these pictures, you can see some of the things that are wrong with my moving type at this point in the assignment, and what I need to fix. They are fixed later down the road.



Yeeeeeeeeessssss.....  
hurry home princess.

We wouldn't want to miss old **DADDY'S**  
celebration now, would we?

**hah!**



**NOTH**

**And now look at me.**

wasted away

**NOTHING.**

w e a a w

to practically

**NOTHING.**

**BANISHED** and

**EXILED** and practically

**STARVING**



# WORKING ON THE LOOK

Design continued.

---

while **HE** and his *flimsy* fish-folk celebrate.

Well,  
I'll give him something  
to celebrate soon enough.

**Flotsam!**  
**Jetsam!**

I want you to keep an extra

**FLOTSAM!**

**CLOSE**

watch on this pretty little daughter of his.

**She may be the key to Triton's**

She may be the key to Triton's

U n d o i n g .

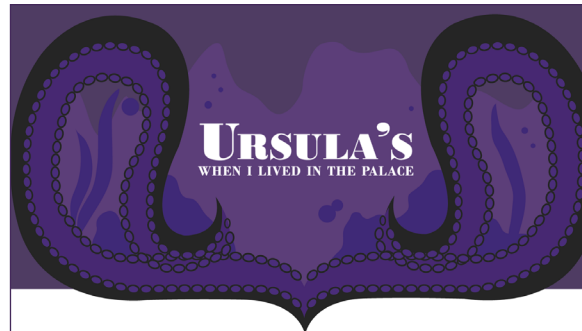
# FINAL

After some major tweaking to animations (based on what I saw on the big screen) this is what I have for my final. I've changed the flow of animations, as well as the look of some of the type. I've included a link at the bottom that will navigate you right back up to the top of the page. I also went on to create a new image for the beginning of the page. I'm pretty proud of how it turned out.

I've saved a copy of my type website to the following URL for you to see the moving type:

[HTTP://ALISAMAREE.COM/URSULA/](http://ALISAMAREE.COM/URSULA/)

Please note that the screenshots that you see here are not how they appear on the website. I've taken screen captures that best imitate what the animations are doing on the website. That's why you may see multiple shots of the same section.



# FINAL

In  
**MY** day, we had

**And now look at me.**

wasted away

~~w~~td e      a ~~w~~ y

FANTASTICAL FEASTS

tw e      a a w

to practically  
**NOTHING.**

**BANISHED** and

FANTASTICAL FEASTS

when **I** lived in the palace.

to practically  
**NOTHING.**

**BANISHED** and

**EXILED** and practically

# FINAL

**BANISHED** and  
**EXILED** and practically  
**STARVING**

**Flotsam!**

I want you to keep an extra

CLOSE

while **HE** and his *flimsy* fish-folk celebrate.

**Flotsam!**  
**Jetsam!**

CLOSE

watch on this pretty little daughter of his.

Well,  
I'll give him something  
to celebrate soon enough.

I want you to keep an extra

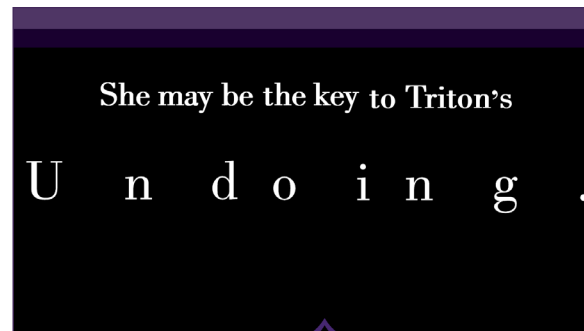
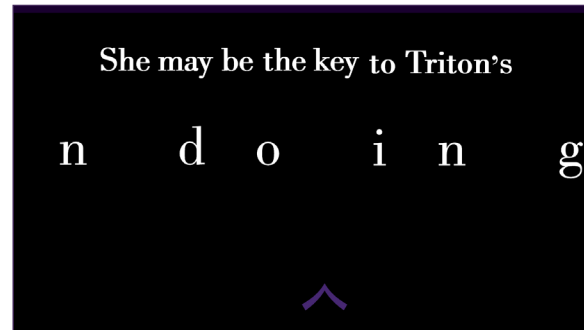
watch on this pretty little daughter of his.

She may be the key to Triton's

U n d o i n g .

# FINAL

As mentioned, I'm extremely proud of how it turned out. I hope the sequence gave enough information for you to see how this website animates, and how the type works to create a tone for the monologue.



# PONDER PAGE

## THE PROJECT

We had several options going into this project as to what the project would actually be for us:

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## AT THE START

This assignment was new to me. We were shown Adobe's Muse program for the very first time in the introduction to this project. I had never even heard of the program before, let alone used it. When we watch the tutorial in class of how it worked, my mind was blown with the possibilities of what I might do with this project.

## THE CHOICE

When we were given the chance to pick if we wanted to do a straight website, poster, or some kind of video in substitute of a Muse website, I stuck to my guns and remained with a Muse

website. Why? Because I am a web designer, and I felt that if I tinkered around with this new Web software, it would be a valuable skill for me to know down the line. If anything, to keep me up to date on the technology that is currently out there for creating and publishing websites.

I was impressed with what I saw. I won't use it beyond motion websites, but it was a fun thing to mess around with.

## THE CHALLENGE

I think the challenge behind this assignment was throwing down all the parts, and then having them all successfully interact on a page together. It took all of the drafts that I went through to get it just right.

The stupid parenthesis were interesting to swap out for the actual font face ones!

## APPLICABLE USE

I began experimenting with the program, and picked it up quickly. I even used Muse for a few other classes to create motion websites for presentations. It was a great skill for me as a web designer to learn. I now have some great portfolio pieces because of what this new software has brought to my swiss army knife of skills. I'm pretty excited about that.

## THE FINAL

As I stated before, I'm extremely proud of

how it turned out. I hope the sequence gave enough information for you to see how this website animates, and how the type works to create a tone for the monologue. I'd never had to make a TONE for type before. I'm happy with what this experience has given me. It was a fantastic project!

I've mentioned this in a few places across my process book, but I'd like to mention it again. I've saved a copy of my type website to the following URL for you to see the moving type:

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